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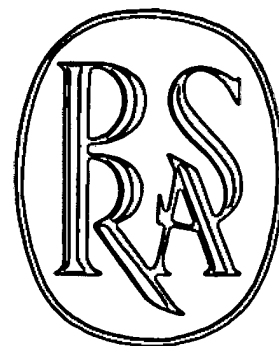
# 5<sup>th</sup> Annual Conference

**PUBLIC RELATIONS SOCIETY OF AMERICA,**

**INC.**

**STATLER HOTEL — WASHINGTON, D. C.**

**NOVEMBER 23-25, 1952**





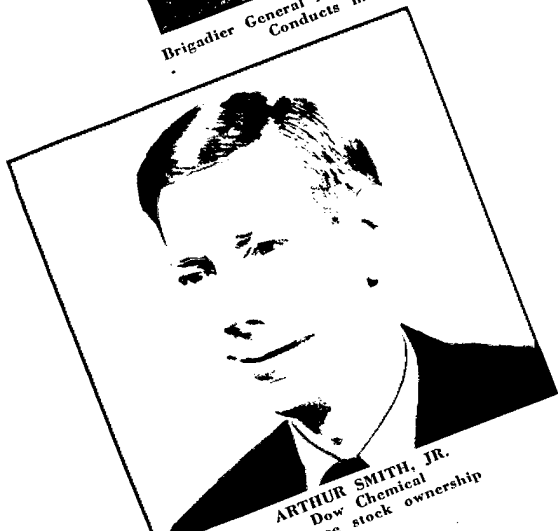
ROBERT SAUDEK  
Ford Foundation TV and Radio



DR. RENSIS LIKERT  
University of Michigan  
Public relations and the social sciences



Brigadier General A. ROBERT GINSBURGH, USAF  
Conducts military briefing



ARTHUR SMITH, JR.  
Dow Chemical  
- stock ownership

SATURDAY, November 22

2 P.M.

**"Teaching Public Relations,"** a special pre-conference session for college and university educators and others interested in public relations education.

*Presiding:* VIRGIL L. RANKIN, Director, Division of Public Relations, Boston University School of Public Relations and Communications.

7 P.M.

Dinner Meeting, Executive Committee Members.

SUNDAY, November 23

8:30 A.M. Registration opens.

9 A.M.

Meeting of the 1952 Board of Directors, with 1953 Board Members attending.

12:30 P.M.

Luncheon for 1952 and 1953 Board Members. (Executive Session).

1 P.M.

Communications Congress opens—exhibits on what's new in public relations methods and techniques.

2 P.M.

Annual Membership Business Session (for PRSA members only). Installation of 1953 officers.

4-6 P.M.

PRSA Chapter Development Conference. Old and new chapter officers and all having interest in PRSA development invited to attend and discuss improved chapter procedures and activities.

*Presiding:* WM. G. WERNER, Director of Public Relations, The Procter & Gamble Company, Cincinnati, Ohio.

6 P.M.

Cocktail Reception. Washington Chapter host to Conference attendees and their wives.

Sunday evening open for personal plans.

8 P.M.

Meeting of the 1952 Board of Directors.

MONDAY, November 24

8:30 A.M.

Registration.

8:30 A.M.

Communications Congress—exhibits.

9:30 A.M.

**Opening Session**

*Presiding:* JOHN L. DUPREE, Partner, Ivy Lee and T. J. Ross, New York; Chairman, PRSA Annual Conference Committee.

*Greetings and Welcome:* WALTON ONSLOW, President, Onslow and Brown, Washington, D. C. and President, Washington Chapter.

9:45 A.M.

**General Session. Public Relations and the Social Sciences—1952-1962**—A timely discussion on the close inter-relationships of public relations practice and the social sciences and what's ahead for the future.

*Presiding:* REX F. HARLOW, President, Public Relations Institute of the West, Palo Alto, California, and Chairman, PRSA Commission on the Social Sciences.

*The Panel:*

DR. RENSIS LIKERT, Director of the Institute for Social Research, University of Michigan (tentative).

G. EDWARD PENDRAY, Senior Partner, Pendray & Company, New York.

CONGER REYNOLDS, Director of Public Relations, Standard Oil Company (Indiana), Chicago, Illinois.

DR. SAMUEL A. STOFFER, Director of the Laboratory of Social Relations, Harvard University.

11:45 A.M.

Adjournment.

12:30 P.M.

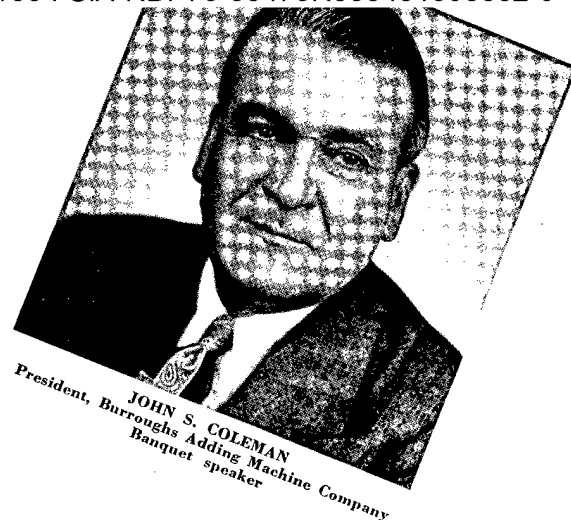
**Annual Luncheon**

*Presiding:* WILLIAM G. WERNER, Director of Public Relations, The Procter & Gamble Company, Cincinnati, Ohio; Vice President, PRSA.

*President's Annual Address:* ED LIPSCOMB, Director of Public Relations, National Cotton Council of America, Memphis, Tennessee, President PRSA.



## 5th Annual PRSA Conference Program



2:30 P.M. General Afternoon Session, **"What Would You Do?"**  
Panel and audience discussion and analysis of actual public relations problems.

**Moderator:** GEORGE H. FREYERMUTH, Manager, Public Relations Department, Standard Oil Company (New Jersey).

**The Panel:**

**Employee Publications and Opinion Research:** LEBARON R. FOSTER, Vice-President, Opinion Research Corporation, Princeton, N. J.

**Radio and Television:** ROBERT SAUDEK, Director, TV-Radio Workshop, Ford Foundation, N. Y.

**Institutional Advertising:** RICHARD P. POWELL, Vice-President in Charge of Information Services, N. W. Ayer & Son, Philadelphia.

**Movies and Other Visual Materials:** H. L. NICOL, Manager, Audio-Visual Services Section, Public Relations Services Division, General Electric Company, Schenectady, N. Y.

**Community Relations:** THOMAS F. ROBERTSON, Director of Public Information, Eastman Kodak Company, Rochester, N. Y.

**Press:** HERBERT F. CORN, Managing Editor, Washington Evening Star, Washington, D. C.

5 P.M. Adjournment.

Dinner hour open for personal plans.

8 P.M. Full-scale formal military briefing by Pentagon General Staff Officers with battle-line information direct from Korea. *Open to registrants at the Conference ONLY.* Doors close promptly at 8 o'clock.

8:30 P.M. Special panel and audience discussion of **"Public Relations: Where It Is Today, Where It is Likely To Be Tomorrow."**

**Moderator:** MILTON FAIRMAN, Director of Public Relations, The Borden Company, New York.

**The Panel:**

HAROLD BRAYMAN, Director Public Relations Department, E. I. duPont de Nemours & Company, Wilmington, Delaware.

THOMAS J. DEEGAN, JR., Vice-President and Director, Chesapeake & Ohio Railway Company, N. Y.

EARL NEWSOM, Senior Partner, Earl Newsom & Company, New York.

T. J. ROSS, Senior Partner, Ivy Lee & T. J. Ross, N. Y.

TUESDAY, November 25

8:30 A.M. Registration.

8:30 A.M. Communications Congress—exhibits.

9:30 A.M. General Morning Session. **"Government Public Relations—Is It Information for Public Benefit or Special Pleading for the Ins?"** Representatives of government, business and the press debating the

proper role of government information programs.  
**Presiding:** WALTER W. BELSON, Director of Public Relations, American Trucking Associations, Inc., Washington, D. C.

**The Panel:**

ROBERT RAMSPECK, Executive Vice-President Air Transport Association of America on leave of absence serving as Chairman, U. S. Civil Service Commission, Washington, D. C.

OSGOOD ROBERTS, Deputy Director, Office of Public Information, Department of Defense, Washington, D. C.

JAMES R. WIGGINS, Managing Editor, Washington Post.

Other representatives of business and government.

11:45 A.M. Adjournment.

12:30 P.M. Luncheon.

**Presiding:** ED LIPSCOMB, PRSA President.

**Speaker:** (to be named)

2 P.M.

**GROUP MEETINGS (all groups meet simultaneously)**

**Business and Industry**—A series of discussions on new and interesting developments in business public relations.

**Presiding:** GUY J. BERGHOFF, Director, Public Relations, Pittsburgh Plate Glass Company, Pittsburgh, Pa.

**"Why Do They Read What and How Much Do They Believe?"**

WILLIAM H. COLLINS, Director of Advertising and Public Relations, Dravo Corp., Pittsburgh, Pa. Advance information on results of a two-year study of readership, believability, and readership level of seven employee publications, all measured by the same yardstick.

**"A Blueprint of a Public Relations Program That Sells"**

H. A. THIEMANN, Assistant Vice-President in Charge of Public Relations for the New York Life Insurance Company.

**"Do Employee Stock Purchase Plans Really Pay Off in Employee Relations?"**

Yes, says ARTHUR SMITH, JR., Director of Public Relations, Dow Chemical Company, Midland, Michigan.

No, says EMORY CLEAVES, Vice-President, Celanese Corporation of America, New York.

**"Information Racks—A New Effective Method of Communicating With Employees"**

WILLIAM H. LANE, Employee Relations Staff, General Motors Corporation, Detroit, Michigan. (Speakers to be named)

**Public Relations Consultants**

*Presiding:* JOHN W. HILL, President, Hill and Knowlton, Inc., New York.

*Among the Subjects To Be Discussed:* How to Arrive at Fee Charges; Client Contracts; Aids in Business Solicitation; Counselors and Politics.

**The Panel:**

VERNE BURNETT, Partner, Verne Burnett Associates, New York City.

MABEL FLANLEY, Partner, Flanley and Woodward, New York City.

JAMES W. IRWIN, President, James W. Irwin Associates, Cleveland.

G. EDWARD PENDRAY, Senior Partner, Pendray and Company, New York City.

THOMAS YUTZY, Partner, Dudley, Anderson and Yutzy, New York City.

**Trade Associations and Their Programs**

*Presiding:* CLARK BELDEN, Managing Director, The New England Gas Assn., Boston, Mass.

**"Handling Public Relations Problems Between the Association and Its Members"**

JOHN T. THACHER, Vice-President in Charge of Public Relations, National Association of Manufacturers, New York.

**"Handling Public Relations Problems Between the Association and Its Publics"**

H. LEIGH WHITELAW, Managing Director, Gas Appliance Manufacturers Association, New York.

**"How Important Are Trade Associations in the American Economy?"**

REUEL W. ELTON, General Manager, American Trade Association Executives, Washington, D. C.

**"What's Your Problem?"**—A five-man panel discussion of problems and questions supplied by association members of PRSA in answer to questionnaires now being circulated.

*Presiding:* WALTER RALEIGH, Executive Vice-President, New England Council.

Panel participants to be named.

**Service Agencies**

*Presiding:* LESLIE C. STRATTON, National Director of Public Relations, Boy Scouts of America.

**"Public Relations' Stake in U. S. Freedom"**

LOUIS C. BOOCHEVER, Director of Public Relations, American Red Cross, Washington, D. C.

KENNETH D. WELLS, President, Freedoms Foundation, Inc., Valley Forge, Pa.

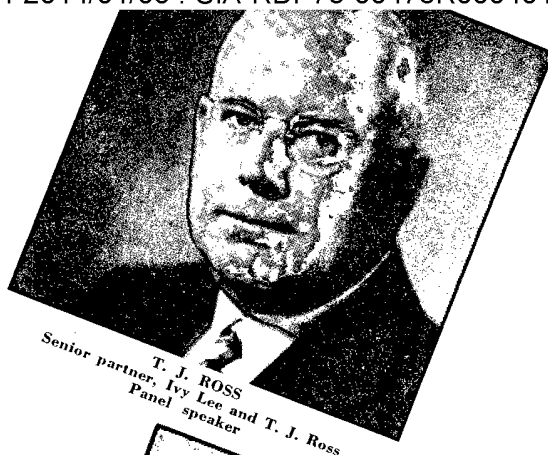
**"Public Relations and Spiritual Freedom"**

ELIZABETH M. MCSTEA, National Public Relations Director, Camp Fire Girls, Inc., New York.

BUELL A. PATTERSON, Director of Publicity, Pan American-Grace Airways, Inc., New York.

**Automotive Public Relations**

*Presiding:* JAMES E. BULGER, Vice-President and Director of Public Relations, Chicago Motor Club, Chicago, Illinois.



T. J. ROSS  
Senior partner, Ivy Lee and T. J. Ross  
Panel speaker



LESLIE C. STRATTON  
Boy Scouts of America  
Public relations and the freedoms



EARL NEWSOM  
Senior partner, Earl Newsom & Company  
On special panel



HERBERT F. CORN  
Managing Editor, Washington Star  
The daily press

6:30 P.M. Cocktail Reception.

7:15 P.M. **Annual Dinner**

*Presiding:* ED LIPSCOMB, PRSA President.

*Address:* **"Public Relations Moves Forward—To What?"** JOHN S. COLEMAN, President, Burroughs Adding Machine Company, Detroit, Michigan.

PRSA annual award winners to be announced.

9:45 P.M. Conference Adjourns.

## Especially for the Ladies



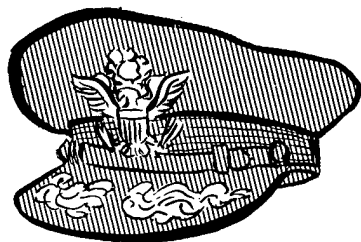
The Washington host chapter is making special plans for the visit of wives and other guests to the Capital City.

On Monday, November 24, at 2:00 P.M. there will be a bus tour of points of national interest in Washington, courtesy of the Capitol Transit Company and the Washington Chapter.

By special arrangement, PRSA ladies will be entertained at a White House tea at 3:00 P.M. on Tuesday, November 25. Mrs. Harry Truman will receive. The renovated White House will be open for inspection. All wives and other feminine guests are cordially invited to this event.

Other events are being planned to make the ladies welcome and busy. In addition, wives are invited to attend the conference sessions if they so desire.

## Military Briefing—For Registrants Only



As an extraordinary feature of the program registrants on Monday night, November 24, will be treated to a full-scale military briefing by Pentagon General Staff Officers. For security reasons attendance will be limited to conference registrants *only*.

Members will receive up-to-the-minute military reports from Korea, Europe and Asia and will be briefed on U. S. global strategy. Brigadier General A. Robert Ginsburgh, USAF, and his staff will conduct the briefing. General Ginsburgh has a long and distinguished military record. In World War II he served in the Pacific Theater, organized the Industrial Services Division for increased production, initiated the Army and Navy "E" Award program, served on the General Staff. Prior to his transfer to the Office of the Secretary of Defense, General Ginsburgh was Deputy Director of Public Relations, USAF.

This is a "don't miss" feature of the 1952 conference. Doors will close promptly at 8 P.M.

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## YOU'LL Want To See—

... the special exhibits on what's new and different in public relations activities. Be sure and allow time to visit the "Communications Congress"—Congressional Room of the Statler. This year's exhibits are the most extensive in PRSA history.

## Your Conference List

- Who Is Invited?** Everyone having a PR interest—your associates, staff members, clients and friends. PRSA membership is not a prerequisite for conference attendance.
- Reservations** Hotel Statler, Washington, D. C., is the official conference hotel. Please make room reservations directly with hotel, mentioning "PRSA Annual Conference" in your request.
- Single rooms, \$6-\$10; twin-bedrooms, \$10.50-\$14.50; suites, \$30 up. Hotel holds reservations open until 6 p.m. of the day of arrival unless otherwise requested.
- Conference Tickets** Order your tickets TODAY by returning the enclosed green Registration Card—don't forget to enclose your check (\$50 covers all sessions). Tickets will be mailed you from PRSA headquarters. Those for which payment is received *after* November 17 will be held at Registration Desk at the Statler. Single session tickets are available at prices listed on reverse side of green card.
- Dress** Annual Dinner dress is informal except for head table where black ties are in order. Special chapter or company tables can be reserved in units of 12 only when accompanied by check (\$180).
- Ladies?** The ladies are welcome . . . special events are being planned for their enjoyment as shown elsewhere in this folder. Wives are granted guest privileges at general sessions.

## Fifth Annual Conference Program Committee

STANLEY BAAR, Partner,  
Barber & Baar Associates  
New York

"What Would You Do" panel

EDWARD F. BAUMER, Director of  
Public Relations,  
The Prudential Insurance Company of  
America (Western Home Office)  
Los Angeles, California

✓ CLARK BELDEN, Managing Director,  
The New England Gas Association  
Boston, Massachusetts  
Trade Association group session

✓ GUY J. BERGHOFF, Director, Public  
Relations,

Pittsburgh Plate Glass Company  
Pittsburgh, Pennsylvania  
Business and Industry group session

ROBERT L. BLISS, Executive Vice-  
President, PRSA, New York  
Ex-officio committee member

WILLIAM N. FINNEGAN, JR., Execu-  
tive Assistant,  
Humble Oil & Refining Company  
Houston, Texas

RICHARD B. HALL, President,  
Richard B. Hall and Associates  
Washington, D. C.

✓ JOHN W. HILL, President,  
Hill and Knowlton, Inc.  
New York

Public Relations Consultants and Coun-  
selling Firms group session

✓ ED LIPSCOMB, Director of Public  
Relations,  
National Cotton Council of America  
Memphis, Tennessee  
PRSA President and ex-officio commit-  
tee member

RICHARD T. NIMMONS  
Ivy Lee and T. J. Ross  
New York

WALTON ONSLOW, President,  
Onslow and Brown  
Washington, D. C.  
President of Washington Chapter;  
Chairman of Host and Arrangements  
Committee

✓ ROBERT RAMSPECK, Executive Vice-  
President,  
Air Transport Association of America  
Washington, D. C.  
(on leave of absence serving as Chair-  
man, United States Civil Service  
Commission)  
Government Public Relations general  
session

✓ VIRGIL L. RANKIN, Director, Division  
of Public Relations,  
Boston University School of Public Rela-  
tions and Communications  
Boston, Massachusetts

Teaching Public Relations group session  
HORACE RENEGAR, Director of  
Public Relations,  
Tulane University  
New Orleans, Louisiana

✓ CONGER REYNOLDS, Director of  
Public Relations,  
Standard Oil Company (Indiana)  
Chicago, Illinois

CARL G. SEDAN, The Allman  
Company,  
Detroit, Michigan  
In Charge of Communications Congress

DON L. SHORT, Public Relations  
Counsel,  
Minneapolis, Minnesota

✓ LESLIE C. STRATTON, National  
Director of Public Relations,  
Boy Scouts of America  
New York  
Service Agencies Public Relations group  
session

F. DOUGLAS TELLWRIGHT, Vice-  
President—Public Relations,  
The Pacific Telephone and Telegraph  
Company  
San Francisco, California

ALLEN WAGNER, Assistant to the  
Chairman,  
United States Civil Service Commission  
Washington, D. C.

FRANKLYN WALTMAN, Director of  
Public Relations,  
Sun Oil Company  
Philadelphia, Pennsylvania  
Social Sciences Session

✓ WILLIAM G. WERNER, Director of  
Public Relations,  
The Procter & Gamble Company  
Cincinnati, Ohio  
Chairman, Promotion Committee

CLEM WHITAKER, Partner,  
Whitaker & Baxter  
Chicago, Illinois

SALLY WOODWARD, Partner,  
Flanley & Woodward  
New York

Chairman: JOHN L. DUPREE,  
Partner, Ivy Lee and T. J. Ross, New  
York